1

ABSTRACT OF THE DISCLOSURE

A system for executing and managing purchases of items at low cost is disclosed. This system comprises a database 9 which stores various kinds of masters and a server 10 connected to prescribed terminals 1 via a network such as the Internet. When items stored in a merchandise master are to be replaced with items that are replaceable and not contained in a customer specific electronic catalog (MD related information), the server controls the replacement of items provided from the dealers to the customers according to predefined automatic replace levels. Thus changes are made in items according to predetermined contract, and manufacturing suspensions and introduction of new products and the like can be coped with.